

# Opening the Enlarged Franklin Simon Shops for Men

RUNNING THROUGH FROM STREET TO STREET  
CONNECTING WITH OUR FIFTH AVENUE BUILDINGS

*Expanse Without Expense To You*  
*Doubled Space But Still The Old Singleness of Purpose: QUALITY*



E might long ago have taken you upstairs, but that our golfing experience has taught us that there is no distance in elevation.

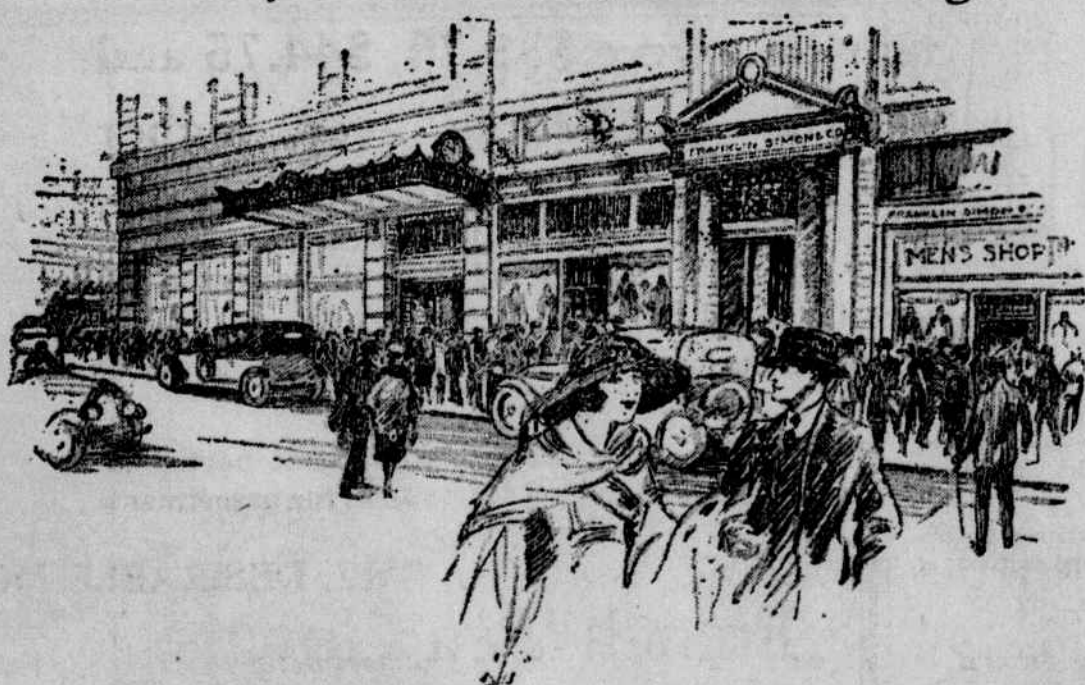
We have had to wait for several years to buy, break, and build through from 38th Street to 37th Street, but it's done.

We have vindicated the value of hand-tailoring by building up in a few years one of the greatest clothing businesses of this city!

Instead of being driven to the wall with our revolutionary ideas, we have been driven through it by the rising tide of public approval.

But we have done more than introduce a new style of ready-for-service workmanship in clothes—we have by the extraordinary standards of our hand-tailoring exerted a refining influence on all the habiliments of man.

Excelling in one shop has gradually given us ascendancy in all—shoes, hats, furnishings, each has



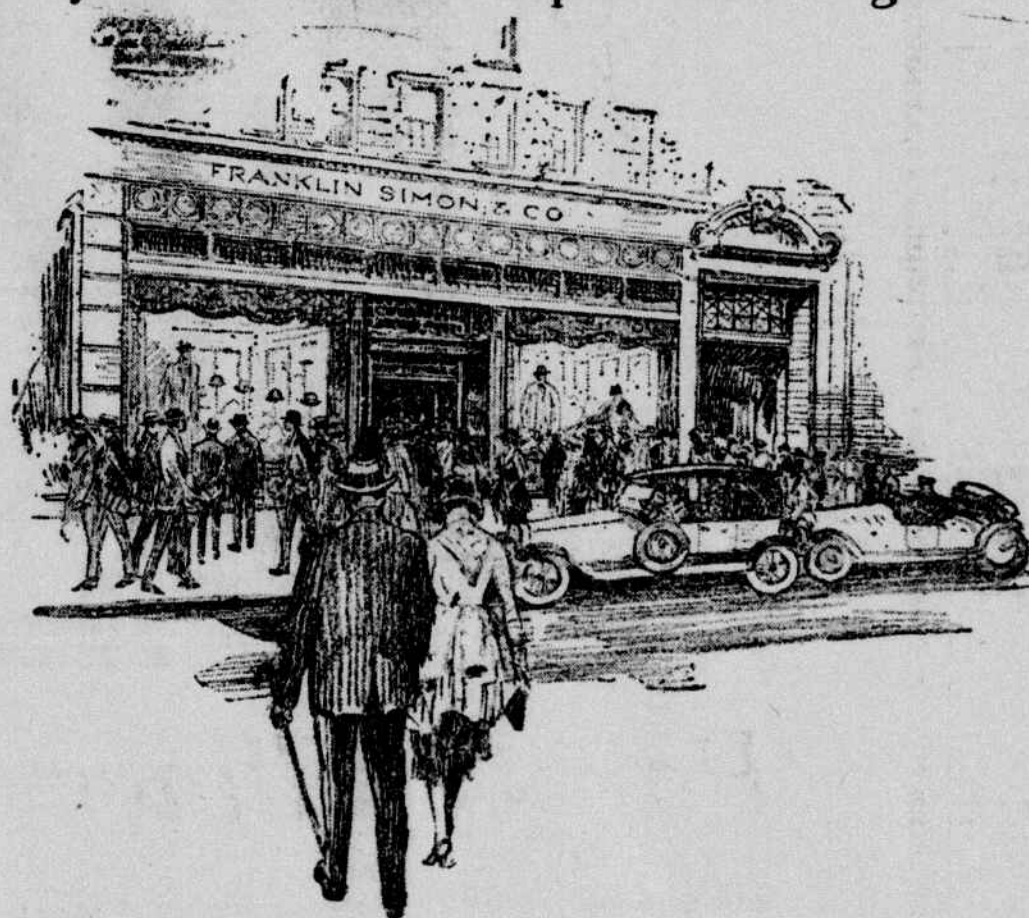
caught the contagion of our overshadowing superiority in clothes.

In Furnishings and Hats we have created the "Carmoor-London" merchandise, which means just

as much over here as a royal warrant over there.

In Shoes, even at prices that are familiar, we can show you models that are not.

Something besides three pieces to a suit—something beyond two shoes to a pair—something in a



scarf more intriguing than a knot—something in a hat beyond six-and-seven-eighths—something in the quality beyond the price instead of something in the price beyond the quality—these are the things which have made our Men's Shops something more significant than a mere center of barter and exchange.

But no man, no group of men, no citizen, no store, can achieve a purpose without incurring a debt to those who make the purpose possible.

We acknowledge with thanks the unstinted support we have received from the public and shall continue to acknowledge it with service.

Meanwhile we invite you to come in to see what extraordinary provisions we have made to serve you. Buy when you are ready, but see the new Shops NOW!

5 to 9 WEST 37th STREET  
A STEP FROM FIFTH AVENUE

Hand-Tailored Clothes and London-Made  
Aquascutum Overcoats, for which we  
are exclusive agents in this city.



37th and 38th Streets—Street Level

4 to 16 WEST 38th STREET  
A STEP FROM FIFTH AVENUE

Hand-Tailored Clothes, Shoes, Furnishings & Hats,  
including the famous Carmoor-London produc-  
tions, which are exclusively confined to these shops.